



FY 2019 - 2020 Annual Report



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Heartland Rural Health Network, Inc.'s

HISTORY

In 1993, the State of Florida passed enabling legislation authorizing the creation of rural health networks. Rural Health Networks were created to serve the specific purposes outlined on the next page. Heartland Rural Health Network, Inc. (HRHN) is a 501 (c) 3 not-for-profit entity that was incorporated in that same year, and, in July 1995, became the first rural health network in Florida to be certified by the State of Florida Agency for Healthcare Administration. Today we are the largest of nine state networks and cover an area of 4,780 square miles.

Our 9-member Board of Directors represents rural and urban hospitals, free clinics, local governments, consumers, Emergency Medical Services, an Area Health Education Center, and Community Health Center. We serve a five-county area including Highlands, Hardee, DeSoto and the rural portions of Polk and Charlotte Counties.

For over 25 years, we have been actively involved in various aspects of community health planning, helping determine the most effective ways to maximize available resources without duplication and creating effective solutions for identified health concerns impacting our rural communities.

Network's Purpose

- Provide a continuum of care for all patients served by the Network;
- Ensure the availability of a wide array of services either
 - directly, by contract, or through referral agreements;
- Reduce out-migration and increase the utilization of statutory rural hospitals and other rural health care providers;
- Enhance access to high quality health care and services;
- Support the economy and protect the health and safety of rural residents;
- Ensure that quality care is efficiently delivered to all persons in rural areas; and
- Serve as laboratories to determine the best way of organizing rural health services.

The Network's Purpose comes from Florida Statutes, Chapter 381.0406.



HRHN'S MISSION, VISION & VALUES



MISSION

To improve access to quality health care by implementing creative solutions in collaboration with network members and community partners.



VISION

To be a leader of innovative, collaborative, and quality driven rural health initiatives.



CORE VALUES

Integrity - We encourage the free exchange of ideas in an environment that embraces honesty, fairness, personal responsibility and ethical leadership.

Ethics - We respect honesty, fairness, equality, dignity, diversity, and individual rights and demonstrate this through both our actions and words.

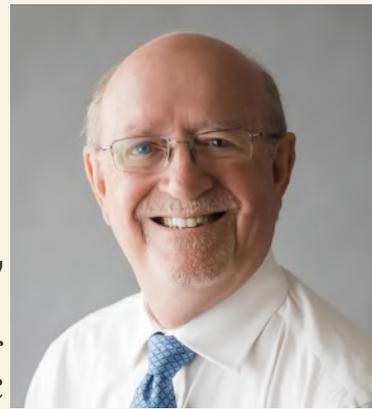
Collaboration - We continually seek opportunities to work in partnership with other organizations and share resources to ensure that we are meeting the needs of our community.

Quality - We strive to provide the highest quality products and services that meet the diverse needs of our community.

2019 - 2020 Board of Directors



Vince Sica,
Board President
President/CEO
DeSoto Memorial Hospital

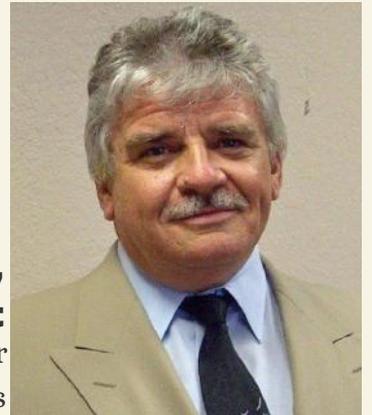


Blake Warren,
Board VP
Executive Director
Central Florida AHEC

Board Officers



Heather Stephenson,
**Board Secretary/
Treasurer**
Executive Director
We Care of Central Florida



Robert Rihn,
Board Past President
Executive Director
Tri-County Human Services

Directors

David K. Robbins,
Board Member
Vice President,
Tampa General Hospital

Denise Collazo,
Board Member
Center Administrator,
Central Florida Health Care, Inc.

Cathy Exendine,
Board Member
Director of Nursing,
AdventHealth Wauchula

D. Justin Blalock,
Board Member
ARNP
AdventHealth Family
Medical Center, Wauchula

David Duke,
Board Member
Retired

YEAR IN REVIEW FY 2019 – 2020

A year of accomplishments

2,934

Highlands County Youth Ages 11 - 19 received Comprehensive Sexual Health Education through the iMAD Program

8

Tested areas showed significant improvement from Pre- to Post-tests for iMAD Participants, including 4 protective behaviors, 3 sexual health knowledge, and 1 sexual intention.

100%

Completers of our CHW & CFHC Pilot Program felt that their CHW helped them be able to better self-manage their diabetes

76%

Completers of our CHW & CFHC Pilot Program (for whom data was available) improved their HbA1c from Pre- to Post-Program

\$775k+

Awarded to Heartland Rural Health Network in Federal, State, and Private Grants in FY 2019 - 2020



See below for our Picture YEAR IN REVIEW



HRHN's Year in Review 2019-2020



Copy link

HEARTLAND RURAL HEALTH NETWORK



2019 – 2020 IN PICTURES

Watch on  YouTube





PREP PROGRAM HIGHLIGHTS

In 2008, Heartland Rural Health Network began working with community leaders to address the high rates of teen pregnancy and Sexually Transmitted Infections in our rural communities. In 2015, HRHN was awarded a Federal Grant through the Administration for Children and Family's Personal Responsibility Education Program Grant allowing HRHN to partner with the Highlands County School Board to provide in-school sexual health education classes to middle school students during their regular school day. Our curriculum-certified Health Educators provide students with information about sexual health and creating boundaries and goals in their lives, and tools to support students reaching these goals.

Our current curriculum, "Get Real", emphasizes social and emotional skills as a key component of healthy relationships and responsible decision making. It promotes abstinence from sex as the healthiest choice for adolescents; provides a comprehensive understanding of sexual health, sexuality and protection methods; and supports parents as the primary sexuality educators of their children through family activities that encourage dialogue between students and the caring adults in their lives about sexual health topics.

Over the past five years of implementing this program the teen birth rate has dropped substantially in Highlands County, approaching the State average. This drop coincides with annual delivery of the program.

Overall, it appears that the program is effective in reducing intentions to have sex, increasing knowledge, and increasing protective behaviors.

-UF Annual Evaluation Report Year 5

Even with COVID-19 changing education delivery so drastically,

2,934

Youth, 11-19 years of age, participated in the curriculum programs in Highlands County in the 2019 - 2020 School Year

93.9%

Of participants completed 75% or more of the program.

As reported in Pre- and Post-Assessments, the program had a significant and positive effect for the youth at highest risk - those who reported they intended to have sex prior to receiving the program.

"Among these youth, **31%** reported that they **no longer** intend to **have sex** in the next 6 months after **receiving the program.**"

Community Health Worker (CHW) & Central Florida Health Care (CFHC) Pilot Program



Heartland Rural Health Network was granted an extension to the funds not used during the Diabetes Master Clinician Program (DMCP) CHW Program to be used to create and run a Pilot Program with our new Diabetes partner, Central Florida Health Care (CFHC) in Highlands and Hardee Counties.

This pilot program set out with the following goals:

1. Enroll between 20 and 24 uncontrolled or newly diagnosed Diabetics (Type 2);
2. Have patients commit to 6 visits with their provided Community Health Worker;
3. Have at least 75% of enrolled patients complete all visits;
4. Increase physical activity from pre- to post-assessment in at least 55% of program completers, with at least 35% of the remaining maintaining the same amount of physical activity;
5. Increase knowledge of common Diabetic self-care topics through targeted educational plans agreed upon with the client during the first visit and as tested through the pre- and post-assessments in 85% of all program completers;
6. Decrease HbA1c in at least 55% of all completers, as shown in HbA1c test results provided prior to their first CHW Visit compared to test results captured again after the client has completed the program; and
7. Increase the patient's relationship with their provider by having 90% of completers say they felt the CHW Program helped them be able to better self-manage their diabetes and at least 95% say they saw the program as an extension of their care given by Central Florida Health Care.

In addition to the rigorous goals we set for the program, we also set stringent timelines requesting clients commit to 6 visits to taking place every 2 - 3 weeks to complete the program in the timeline given to us by the Florida Blue Foundation.

Tamara Cruz, HRHN Community Health Worker, was the only employee fully dedicated to this program. Her work with the patients referred to us and with the providers at Central Florida Health Care Hardee and Highlands made this program successful. We truly commend her commitment and hard work.

Program Results

25

Clients Enrolled in the CHW & CFHC Pilot Program

17

Clients Completed all 6 visits required of the program.

59%

Program completers increased Physical Activity from Pre- to Post-Assessment

41%

Program completers Maintained Physical Activity from Pre- to Post-Assessment

94%

Program completers increased the knowledge of Diabetes Self-Care

76%

Program completers Improved their HbA1c from prior to program start to completion of program

100%

Program completers said they felt their CHW helped them better self-manage their diabetes

100%

Program completers said that they felt the CHW Program was an extension of care given by Central Florida Health Care

Thank you

To our partners on this Pilot Program,
Central Florida Health Care, Inc.
Especially Dr. Hein, Sheila Hernandez, Tina Knight, Susana Boyette, and Denise Collazo!

DRUG FREE HIGHLANDS®

HRHN, in partnership with Drug Free Highlands (DFH), is the recipient of a federal Drug Free Communities grant through the Substance Abuse & Mental Health Services Administration. HRHN acts as the fiscal agent for this grant, managing the financial aspects. Based on the fundamental concept that local problems need local solutions, the funds are used to help the coalition engage multiple sectors of the community and utilize a variety of strategies to address local drug problems. The DFH coalition is comprised of community leaders, parents, youth, religious and fraternal organizations, health care and business professionals, law enforcement, and the media. DFH defines itself as a prevention coalition that provides resources, education, and programs to support our community in making positive choices as it relates to health and wellness with a focus on substance use/abuse and mental health.



Farfromhünger volunteers and DFH staff adding soil to raised beds in one of the community gardens

DFH continues to grow by offering programs and events that speak to the diverse needs of our community. In addition to Backchat, Reading Rounds, and Safe Server trainings, two new initiatives have been added: Art for Happy Minds and Farfromhünger. Farfromhünger brings together partners that include Advent Health, Highlands Indivisible, Eatwell Exchange, and The Heartland Food Bank. Together, they provide food distribution, nutrition classes, blood pressure testing, and information and programs that discuss mental health and substance abuse and misuse. This initiative has also birthed community gardens in food desert neighborhoods. The goal is to meet people where they are and supply them with the tools needed to prevent substance misuse and promote a healthy lifestyle. Art for Happy Minds invites community members to create art, color, play with clay, paint, or all of the above. During this time, the organization shares information regarding substance abuse and/or misuse and mental health. Guest speakers -- including Art Therapists, Mental Health providers and Prevention Specialists -- are invited to speak to participants about various topics related to substance abuse, mental health, and more.

We're
Rural
Strong

HRHN'S COVID-19 PANDEMIC RESPONSE

2020 Timeline

- 1/20 First COVID-19 Case in US
- 3/9 HRHN BOD starts addressing COVID-19
- 3/13 HRHN went to remote work & started publishing information on COVID
- 3/22 Highlands first case of COVID-19 diagnosed and HRHN starts daily posts of stats
- 3/23 HRHN participates in one of the first CDC Rural Health COVID-19 Update Webinars
- 3/25 HRHN partners with SORH and launches #RuralStrong campaign across social media
- 4/7 HRHN Newsletter releases - the first with COVID-19 information
- 4/13 HRHN expands its COVID-19 data campaign to include testing resources
- 5/13 HRHN connects rural migrants and volunteers with Called to Serve Farmworkers with PPE through a partnership with the FCHWC
- 5/15 HRHN launches daily data graphs for COVID-19 in Highlands, Hardee, and DeSoto Counties
- 5/19 HRHN's COVID-19 Resources tab launched on hrhn.org

Click here to check out our
COVID-19 Resource Page
and see the latest data.

The Coronavirus disease (COVID-19) is an infectious disease caused by a newly discovered coronavirus. COVID-19 was first diagnosed in 2019 in Wuhan, China with the first US cases occurring on January 20, 2020. The COVID-19 virus spreads primarily through droplets of saliva or discharge from the nose when an infected person coughs or sneezes. On March 11, 2020, the World Health Organization (WHO) declared the coronavirus outbreak a global pandemic. Heartland Rural Health Network is committed to educating our community on important health topics, including the COVID-19 virus. In our efforts to be a local resource for data, we took responsibility early on in providing useful data to our community, as well as providing education, promotion of testing opportunities, and sharing updates from our partners in our #RuralStrong Campaign launched in partnership with the State Office of Rural Health.



Come Together to Overcome.

We can stop the spread of COVID-19
We're rural strong

While we're not physically out and about, this community is always together when it matters most. What we are doing with as partners in health, a community, and as a country is different than anything we've faced before. But like so many things, when we come together, we can accomplish anything. With your help, we can overcome this crisis—and help our neighbors who are most vulnerable.

Visit www.hrhn.org/COVID19resources or www.cdc.gov for updates on COVID-19 and what you can do to protect yourself.



Florida Department of Health

CALL FIRST

And **we'll** make the call.
863-386-6040

If you are experiencing any of these symptoms call:

- Fever of 100.4° or more
- Cough
- Shortness of breath



You're Not Alone

Together, we can stop the spread
of COVID-19

We will overcome this health crisis together, neighbors helping neighbors and caring first for those most in need. It's this spirit that has always defined who we are as a community.

The more you can remain at home, the better chance we have to serve those who need help most. Stay in. Avoid the spread. And we'll be here helping our neighbors who are most vulnerable. As different as life may feel right now, one thing will always remain the same: our commitment to provide this community with the quality care you've always trusted.

Florida Department of Health

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And **we'll** make the call.
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- Cough
- Shortness of breath

Heartland Rural Health Network

863-386-6040

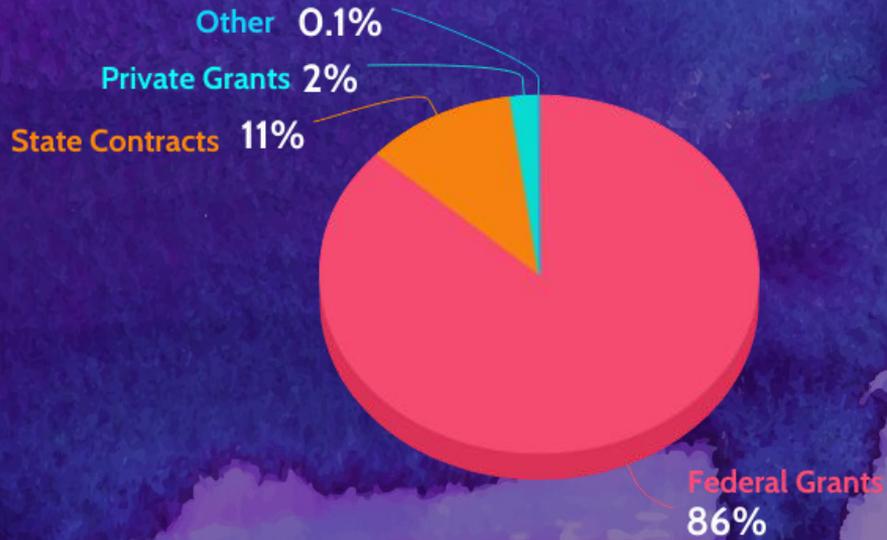
For updates on COVID-19
www.hrhn.org or
www.cdc.gov

Financial Highlights

Income by Funding Source



Expenses by Funding Source



JUST A THOUGHT.

Just a thought ...

FY 2019-2020 was the most unique year we've experienced at HRHN. This year, we started strong, adapted early, and challenged ourselves to finish strong.

Started Strong - our HRHN iMAD Program was able to see the most students in the five years of our program in the 2019-2020 school year, our DMCP CHW Pilot Program met or exceeded most of its goals, and we brought in over \$750K to provide services in the community.

Adapted Early - HRHN's Board of Directors insured that we were aware of the Coronavirus early on and had the right procedures in place to safely serve our community and protect our employees. Employees shined in adapting their traditional roles to socially-distanced ones through creating social media campaigns and virtual conversations.

Finishing Strong - We committed to finishing the year strong amid the obstacles the pandemic put in our place. We increased our social media presence, re-vamped communications, and created new relationships within all communities served.

I am so proud of the HRHN Team and Board of Directors in handling this year. Employees showed their passion for their jobs amid great stressors, their creative thinking, and their dedication to our communities. I know that the growth made in 19-20 will lay the groundwork for an amazing 20-21!



*Melissa Thibodeau,
Executive Director*

Network Membership

ARE YOU A MEMBER OF THE LOCAL GOVERNMENT? A HEALTH CARE PROVIDER? A BUSINESS OWNER OR CONSUMER? JUST INTERESTED IN FURTHERING THE GOALS AND OBJECTIVES OF HRHN?

BECOME A HRHN NETWORK MEMBER!

Why should I become a HRHN Network Member?

If you are interested in making sure the rural portions of **Charlotte, DeSoto, Hardee, Highlands** and/or **Polk Counties, FL** have access to quality health care through helping create and/or implement creative health solutions you should think about becoming a HRHN Network Member.

What are the benefits of Network Membership?

Network Membership has many benefits. The following is a list of some our members enjoy:

Voice on what HRHN does
Advocacy Partner
Partner/Collaborator for Funding Opportunities
Source for Technical Assistance
Financial Benefits
Antitrust Protection
CON Priority
Facilitating Partnerships to Address Community Need

How does HRHN use Membership Fees?

HRHN is a heavily grant-funded organization (according to our last Audit, 97% of our revenues came from grants and 98% of our expenses were charged to our grants). Membership Fees typically go toward:

- Paying for our Annual Audit if needed;
- Cover costs between the end of one grant and the start of another; and
- Costs associated with providing member services.

How do I become a Network Member?

To get more information about next steps in becoming a Network Member, please e-mail our Executive Director, Melissa Thibodeau, at support@hrhn.org. Also, feel free to check out our website, look at current Network Members and our Board of Directors. Any of our Board Members would be happy to discuss Membership with you.

Thank you for your interest in becoming a Network Member. We could always use more partners to make sure we are fully serving the entirety of the citizens of Charlotte, DeSoto, Hardee, Highlands, and Polk Counties.

Network Members

AdventHealth Sebring

**Healthy Start Coalition of Hardee,
Highlands, and Polk**

AdventHealth Lake Placid

Polk County Health Department

AdventHealth Wauchula

Manatee Rural Health Services

**Central Florida Area Health
Education Center (AHEC)**

**Redlands Christian Migrant
Association**

Central Florida Health Care, Inc.

Samaritan's Touch Care Center

**Charlotte County Public Health
Unit**

**AdventHealth Family Medical
Center Wauchula (formerly
Pioneer Medical Center)**

**DeSoto County Health
Department**

Tampa General Hospital

DeSoto Memorial Hospital

Tri-County Human Services

**Hardee County Health
Department**

We Care of Central Florida

Pay For Services Available

HRHN, a trusted catalyst to streamlined solutions, is now offering solutions to synergize your business for a fee. We work with you to develop customized solutions to resolve business areas of concern relating to spreadsheet and database management along with business consulting services, including financial management of your grants and contracts, grant writing technical assistance, and beginner Excel training. Contact us today for your custom quote!

Excel Training

Our Microsoft Excel experts can provide a wide range of Excel consulting services to both large and small businesses. We provide either on-site or virtual consulting based on the client's needs. Whether you need a custom spreadsheet built to collect grant data, time sheets to track employee time by grant, a broken sheet reprogrammed, or basic training on Excel, we can do it.

Have a grant you want to go after but don't have as much time as necessary to address the proposal? Let us help! Our team has a strong history of grant writing experience and would love to work with you to write your proposal. We can also assist with final edits and review to ensure you have addressed all points within the grant RFP/RFA.

Grant Writing

Community Health Workers

Since 2008, HRHN has been at the forefront of integrating Community Health Workers (CHW) with chronic disease management services. CHWs complement services delivered through health care providers by supplying more comprehensive and supportive care within a community-based setting and providing status updates back to the health care providers. Our CHWs can deliver both long- and short-term case management in cooperation with the referring health care provider.

We also offer PowerPoint Development, Health Education Classes, and Fiscal Management.

ARE YOU LOOKING TO APPLY FOR A GRANT BUT DON'T HAVE ENOUGH FISCAL EXPERIENCE TO BE FUNDED? WANT TO APPLY FOR FUNDING WITH A MORE EXPERIENCED ORGANIZATION? ARE YOU A NEW ORGANIZATION AND HAVEN'T QUALIFIED FOR 501(C)3 STATUS YET?

LET HRHN BE YOUR FISCAL AGENT OR SPONSOR!

How can HRHN help with Fiscal Management?

Accountability, communication, and internal controls are critical in the management of federal, state, and private foundation grant and contract funds. Our organization has the necessary internal controls to ensure your funds are being managed properly. Our staff and Board has over 15 years of experience in grant and contract management and knowledge on the various OMB circulars that apply to federal and state grants. We are a 501(c)3, not-for-profit organization that manages over \$500,000 annually meeting and exceeding grantor fiscal and programmatic requirements. If your organization needs a reliable fiscal agent or sponsor to help manage your awarded grants or contracts we can help you.

Fiscal Agent (FA)

If you are a 501(c)3 looking for another 501(c)3 organization with a well-established, positive relationship with federal, state, and private funders, to provide financial and internal control oversight, you are probably looking for a Fiscal Agent.

Fiscal Sponsor (FS)

If you are not a 501(c)3 looking for a 501(c)3 organization to be able to accept grants and tax-deductible donations using the sponsor nonprofit's tax-exempt status, then you are looking for a Fiscal Sponsor. This allows new organizations to start receiving benefits of 501(c)3 status before completing the lengthy process of becoming their own 501(c)3.

What makes a good FA or FS?

The Pro Bono Partnership of Atlanta reports that a good fiscal agent has a similar mission, its own sufficient resources and staff, a history of support from funders, and strong administrative policies and procedures. As well as being able to draw more funding, a nonprofit with a fiscal agent might be provided with access to the capabilities of the fiscal agent's staff or other services. A sponsored organization might receive human resources and accounting services from the fiscal agent, have access to insurance and benefits packages and receive legal and other advice from a nonprofit with more experience.

Next Steps

To get more information about HRHN serving as your Fiscal Agent or Sponsor, please e-mail our Executive Director, Melissa Thibodeau, at support@hrhn.org.

We also encourage you to look into becoming a Network Member, as they get discount on services such as Fiscal Management services.

THE PEOPLE TH



Melissa Thibodeau
EXECUTIVE DIRECTOR



Larry Moore
PROGRAM DIRECTOR



Michelle Cathey
HEALTH EDUCATOR

AT MAKE HRHN.

Anthony Fontanes
HEALTH EDUCATOR



Mary Jane James
DATA ENTRY ASSISTANT & IMAD GIRLS
INSTRUCTOR



Karen Clogston
DATA MANAGER &
ADMINISTRATIVE ASSISTANT



Tamara Cruz
COMMUNITY HEALTH WORKER



